

# **ECONOMIC DEVELOPMENT DIRECTOR (Consultant or Part Time Position)**

## **JOB SUMMARY**

Responsible for the planning, management, and coordination of economic development activities in the Town.

## **SUPERVISION RECEIVED**

The position reports to the Town Administrator and will work closely with the Administrator, Planning Director, and the Economic Development Committee.

Works under the supervision of the Town Administrator and will be assigned to work closely with the Planning Director and Economic Development Committee. Duties are performed independently in close collaboration with the Town Administrator, Planning Director, and the Economic Development Committee using own technical judgment in support of Town goals.

## **SUPERVISION EXERCISED**

None.

## **EXAMPLES OF DUTIES**

(The listed examples are illustrative only and may not include all duties found in this position.)

The Town of Hopkinton is looking for opportunities to increase its non-residential tax base, expand its economic identity and attractiveness to businesses, and support more vibrant village centers in a manner consistent with the Town's values and zoning.

### **The Economic Development Director will:**

- ❖ Proactively recruit new businesses, support existing businesses, and encourage strategic development and redevelopment.
- ❖ Provide information about benefits for incoming businesses and existing business expansion.
- ❖ Support the Town Administrator Planning Director, staff, Select Board, and town committees to integrate and align economic development efforts with other Town priorities.
- ❖ Work closely with the Town Administrator and the Economic Development Committee to develop

annual goals.

Progress toward established goals will continue to be necessary on an annual basis. These goals may include incremental commercial development, obtaining grants, and/or development of policies and ordinances in furtherance of the responsibilities outlined below will continue to be necessary on an annual basis to justify the position.

Specific responsibilities will include:

#### 1. ECONOMIC DEVELOPMENT STRATEGY

Consistent with the Master Plan, EDC goals, and Select Board goals, prioritize key economic development initiatives and work diligently to bring to fruition.

- ❖ Create and implement the Town's Economic Development Plan and Marketing Strategy. Help organize and facilitate on-going comprehensive economic planning processes and procedures for current and long range needs to reach goals of the Town;
- ❖ Update the Town's Market Analysis as new trends, demographics, and other data become available;
- ❖ Coordinate, plan, and educate businesses on the Town's economic development programs and policies such as RSA 79-E, Tax Increment Finance (TIF) Districts, and Economic Revitalization Zones (ERZ). Inform the Town Administrator and Economic Development Committee on the success of the programs. Identify changes to improve their use and success;
- ❖ Identify, apply, and assist in administering, grants that could be used for appropriate Economic Development that are available from private institutions, the State of New Hampshire, and the Federal Government.

#### 2. BUSINESS OUTREACH AND SUPPORT

- ❖ Proactively recruit new businesses, support existing businesses, and encourage strategic redevelopment and development of property in appropriately zoned areas.
- ❖ Develop and maintain positive relationships;
- ❖ Direct businesses to appropriate resources such as but not limited to the NH Small Business Development Center;
- ❖ Engage with local business associations and groups including but not limited to the Contoocook Chamber of Commerce;
- ❖ Develop and nurture professional working relationships with business owners and managers, real estate developers, commercial realtors, and other local and regional entities, and encourage them to locate or expand business in the Town;

- ❖ Be a primary interface to business and developers making inquiries about Hopkinton or the region;
- ❖ Maintain an Economic Development presence on the Town web site and on social media.

### 3. TOWN SUPPORT & ALIGNMENT

Support the Town Administrator, Planning Director, Select Board, and other staff and committees to align and integrate economic development efforts with other Town priorities.

- ❖ Assess impact of Town and zoning ordinances on economic development; identify ordinance alternatives for converting policy ideas into action plans affecting Town developments, expansion, transportation, and related programs;
- ❖ Provide reports and oral presentations as required. Work with the Town Administrator, Planning Director, Select Board, Economic Development Committee, Planning Board, and Zoning Board of Adjustment to provide technical insight and recommendations related to planning, zoning, public infrastructure including parking, and ordinances affecting economic development;
- ❖ Prepare and manage annual Economic Development budget and monitor expenditures for economic development by Town government.
- ❖ Assist with and attend public meetings of the Economic Development Committee and other public meeting as required, providing expertise and explanations of policy and project options, and educate the EDC and public through presentations and discussions.

### **KNOWLEDGE, ABILITY, AND SKILLS REQUIRED**

- ❖ Extensive knowledge of the principles and techniques of successful economic development activities.
- ❖ Knowledge of municipal and state laws, rules and regulations that apply to economic development work.
- ❖ Knowledge of the local and regional real estate market.
- ❖ Ability to learn about the town and its businesses in order to develop working relationships with business owners.
- ❖ Ability to apply economic development and smart growth planning principles to resolve problems.
- ❖ Ability to establish and maintain professional relationships within the NH business, real estate, regional planning, and economic development interests to successfully identify and act upon potential economic development partnerships that could benefit the community.

- ❖ Ability to gather, assemble and analyze facts, draw conclusions, and devise techniques suitable for quality economic development to flourish in Hopkinton that is consistent with community values.
- ❖ Ability to prepare and deliver quality oral and written reports relative to economic development matters.
- ❖ Ability to work with others and develop consensus to address common challenges.
- ❖ Ability to establish and maintain effective working relationships with municipal departments, officials, employees, outside organizations, and the general public.
- ❖ Ability to attend early morning or evening meetings.
- ❖ Knowledge of computer programs that relate to word processing, spreadsheets, presentations, etc.

### **MINIMUM QUALIFICATIONS REQUIRED**

Bachelor's degree plus experience in economic development and experience in real estate, business development and/or planning. Track record in Economic Development preferred; experience in municipal government a strong plus; or any equivalent combination of education and experience which demonstrates possession of the required knowledge, skills and abilities.

**License/Certification Requirements:** None

**Other Considerations:** Hourly, part-time position. Position may be contracted out.